



January 3, 2006

Dear Principal:

We know that the competition for students is heating up and we've got something we believe could help you—so **let's get REAL!** We can help you develop programs which will help you attract and keep students and the state funding to educate them. REAL (Rural Entrepreneurship through Action Learning) provides teachers with curricula, training, and resources to help students learn through hands-on entrepreneurship education.

The REAL curriculum is not just for business classes! It can be incorporated into numerous subjects and we at Michigan Tech University are offering a REAL Teacher Training Institute to train your teachers how to enhance their curriculum.

Our goal is the same as yours: to prepare students to become active, self-sufficient and productive citizens who will contribute to their communities' social and economic development.

The REAL Entrepreneurship curriculum is built on these educational principles:

- Students and instructors work together on enterprises that reflect student needs, desires, and concerns.
- The role of the instructor is that of facilitator, coach, team leader, and guide rather than boss.
- The instructor creates opportunities for students to master certain basic competencies during the preparation and execution of the business plan.
- Student action characterizes work in the REAL program. The process emphasizes peer teaching, cooperative learning, and teamwork.
- Students connect with their communities and work with individuals and groups outside the classroom.
- There is an audience for student work beyond the teacher which may include individuals, small groups, or the community at large.
- REAL's course content builds progressively toward established goals, allowing students to apply and benefit from past experience as they acquire new knowledge and skills.
- REAL instructors model entrepreneurial attitudes that allow students to think and work creatively.
- The REAL course provides participants with ample opportunity for conscious, thoughtful reflection on their work.
- The program includes constructive, honest, on-going evaluation of skills, knowledge, and changes in student attitudes.

We would appreciate meeting and speaking with you regarding this program. Michigan Tech is interested in the future of your students—why not give them the REAL advantage? Please contact us today by calling either 906-487-2669 or 906-487-3501 or by e-mailing us at either jachapma@mtu.edu or bwwagner@mtu.edu for more information.

Sincerely,

Judy & Brad

Judy Chapman & Brad Wagner
Co-Directors of Michigan REAL

Encl: REAL Institute Summary